

This new rule needlessly complicates the operation of any business or other entity for which the fax machine remains an important form of communication. Our firm sends out a free newsletter to local businesses who have requested to receive it. Though this newsletter does not advertise any service we offer, we cannot be sure whether or not it will constitute an advertisement under the regulations, and the requirement that we obtain an authorized signature for each recipient only serves to create an unnecessary burden of paperwork and record keeping. This will benefit no one and will certainly hurt many businesses, not just companies that exist for the sole purpose of broadcasting fax advertisements.